



FOR IMMEDIATE RELEASE

Project X: Dot your 'I's and Cross your 'T's



Singapore, 5 January 2015 – SingaPlural returns for its fourth edition from March 10th – 15th at 99 Beach Road, to showcase the best design elements from the multi-faceted creative spectrum – advertising, architecture, urban planning, landscape architecture, as well as interior, furniture, graphic and fashion design. Organised by the Singapore Furniture Industries Council (SFIC) since 2012, SingaPlural 2015 is the anchor event of the Singapore Design Week by DesignSingapore Council. The four objectives of SingaPlural 2015 are to celebrate design holistically through a focus on the relationship between designers and manufacturers; to celebrate the local design scene in a global/Asian context; to display interconnectedness between design disciplines and to reach out and connect with people who are interested in design.

SingaPlural 2015 marks the curatorial collaboration between GOVT, an ad agency and PLUS Collaboratives, a design thinking studio. GOVT and PLUS approached the curation of SingaPlural with two distinctive starting points; the first to capture the public's interest and the latter to understand context and to tighten content through structure, programme and people.

As the first local curators of SingaPlural, GOVT and PLUS were appointed to bring cohesiveness to SingaPlural through a well-defined festival construct. The curators undertook a rigorous process of streamlining the objectives of the festival, in order to formulate the festival construct and approach. This allowed the curators to engage members of the design industry to build stories of their own design involvement in representation of the design industry for SingaPlural.

Shaped around a set of pillars that streamlines the festival, SingaPlural 2015 features a total of 6 pillars, with Project X being a key pillar of the festival.

Themed 'Process', SingaPlural 2015 is a manifesto of creativity at its peak, celebrating the important elements of design beyond the end product. The aim with the theme is to create a more approachable and relatable SingaPlural for the masses – allowing them to immerse themselves in design in its most basic form and follow the train of thought in design.

Project X – Dot your 'I's and Cross your T's

A collaborative project with the key expression of 'Process' where a single manufacturer is paired with selected designers of different fields to push the extent of the material and capabilities of the manufacturer to create a series of lifestyle products, which will be exhibited at SingaPlural. The process of creation starts early before the festival and is closely documented in video and photography.



In this project, Lamitak undertakes the role of the manufacturer and offers their host of expertise and resources as the playground for four designers' interpretation and creations of the Lamitak material. Lamitak is a leading home-grown brand of pressured laminates with over a decade of experience in creating and perfecting proprietary designs, colours and textures. Lamitak is one of the first in the region to introduce exciting textures and bold patterns and has even pioneered its very own finish called DRI-MATT®.

The four designers participating in this festival pillar with Lamitak are **Miun** (an artist), **In Merry Motion** (a celebration + experience design studio), **Tiffany Loy** (a designer trained in industrial design and prototyping) and **wynk** (an interior design collaborative).

The Manufacturer - Lamitak



Established in 2001, Lamitak is a leading Asian brand of laminates and is singularly defined by one element – relentless creativity. Whether it's textured patterns, grooved woodgrains, microlines, cool metallics or floral patterns, their relentless creativity has repeatedly breathed life into laminates. Their singular pursuit of creative excellence has seen Lamitak rise to become a premier choice across a growing network of major Asian cities and we stand poised to enter the Middle East and U.S. markets.

www.lamitak.com

The Four Designers:



i) MIUN

Miun is an artist who expresses the norm in her own language. Known for her creativity and experimental spirits, Miun's unpretentious works speak of metaphoric imagery and unorthodox identity. Miun has worked with different mediums including flowers, which gained recognition with her participation in the international annual of floral art 2010/2011 publication.



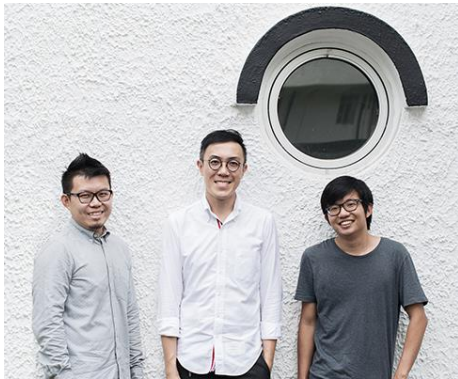
ii) IN MERRY MOTION

In Merry Motion is a celebration & experience design and craft studio. They craft and curate atmospheres, design experiences and transform spaces with installations. They regularly organise craft parties and collaborate with like-minded folks to work on meaningful social projects and make merry.



iii) TIFFANY LOY

Tiffany Loy is a designer trained in industrial design and prototyping. Her current work revolves around industrial craft, exploring small-batch and in-house production of creative commodities. She is also interested in exploring alternative production methods and the use of existing processes to generate unexpected results.



iv) wynk

wynk believes in the power of good design to influence and create change. They strive to challenge perceived limits of design by drawing on an array of expertise within and beyond the realms of the spatial design profession through their collaborative framework. Building on the specific quality of each design context, they work to create holistic and unique experiences.

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SingaPlural Celebrating Design 2015

10·MAR ——— 15·MAR



About SingaPlural

SingaPlural returns for a 4th edition from March 10 – 15 at 99 Beach Road to showcase the best design elements from the multi-faceted creative spectrum – Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. Organised by the Singapore Furniture Industries Council (SFIC) since 2012, the name ‘SingaPlural’ is derived from a combination of the terms ‘Singular’ and ‘Plural’, and was conceived from the need to create a common platform to bridge designers with the industry. SingaPlural 2015 is the anchor event of the Singapore Design Week and is held in conjunction with International Furniture Fair Singapore 2015/32nd ASEAN Furniture Show, The Décor Show 2015 and Hospitality 360°.

Together with 8 other network partners of DesignS, this week-long design celebration is an international platform for talents across the creative industries to engage and evoke the design senses of visitors, through installations, exclusively curated design spaces, symposiums and many other activities.

SingaPlural 2015 is supported by the DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board and SPRING Singapore. It is also the anchor event of the Singapore Design Week, which is organised by the DesignSingapore Council, a part of the Ministry of Communications and Information.

For more information, please refer to www.SingaPlural.com; www.facebook.com/SingaPlural. Find us on Twitter (@SingaPlural) and Instagram (#singaplural).

About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore’s furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members’ exposure to the world market, develop local talent and encourage entrepreneurship.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments. It also manages the International Furniture Centre and organises SingaPlural, a week-long design celebration, held in conjunction with the annual International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and Hospitality 360°.

To ensure the industry’s growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

Visit www.singaporefurniture.com for more information.



About the Festival Director

Fronting the curatorial team is festival director, Mervin Tan, co-founder and creative director of PLUS Collaboratives. With a background in architecture and interior design, he leads his studio alongside several partners. Incepted in 2012, PLUS Collaboratives is a young design thinking studio which focuses on a user centred approach in design projects. Mervin's holds strongly to his studio's ideology of creating designs through messaging and collaboration. His design focus and approach in particular is about system thinking, and he believes in creating a framework for design to thrive and bloom organically. The studio has also completed curation for another design festival, Archifest 2014.

About the Curatorial Team (GOVT and PLUS Collaboratives)

GOVT is a creative communications agency that grew its roots in Singapore. Branching out into multi-channel mediums, GOVT's core lies in its strong strategic thinking and courageous creative approach. By bringing brands and communities together to create meaningful media-neutral experiences, GOVT has initiated and developed new product categories, music videos and has even curated two exhibitions.

PLUS Collaboratives is a young design thinking studio whose focus is on a user centred approach in design projects. Through research, they seek for methods to bring out the voice behind the design and showcase the intended messages. They believe that the understanding of the 'environment' of a project which includes physical built components as well as a cultural, social, habitual context is extremely important to the success of a brand's vision. Much care is taken to understand and create relevance for acceptance of the project through an understanding of context, target audience and objectives. It creates a 'glocal' understanding of the project where the message remains universal, yet with a local flavour or immediate relevance in relating to its market or environment.

About DesignS

DesignS, a network of design-centric institutes and associations in Singapore, was officially launched on 29 June 2010 by Mr Lui Tuck Yew, then Acting Minister for Information, Communication and the Arts. Formed in 2009 to provide a platform for the creation of a coordinated Design network, it comprises of nine member institutes from the multifaceted creative spectrum ranging from Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. DesignS' primary goals are to foster a sense of community and network amongst design fields, to work in concert on joint educational and continual professional development and to jointly promote and advance the 'Singapore Brand' of design.

The nine members of DesignS are:

1. Association of Accredited Advertising Agents Singapore (4As)
2. Design Business Chamber Singapore (DBCS)
3. Interior Design Confederation (Singapore) (IDCS)
4. Singapore Furniture Industries Council (SFIC)
5. Singapore Institute of Architects (SIA)
6. Singapore Institute of Landscape Architects (SILA)
7. Singapore Institute of Planners (SIP)
8. Textile and Fashion Federation of Singapore (TaFf)
9. The Design Society (TDS)

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About Singapore Design Week (SDW)

The Singapore Design Week (SDW) brings together a collection of local and international design activities in Singapore. Held annually, the SDW is organised by the DesignSingapore Council.

Open to the design community, businesses, design students and the general public, the SDW aims to raise awareness of good design, deepen the appreciation and understanding of design innovation and encourage the use of design for innovation and productivity. Through this platform, the DesignSingapore Council also hopes to enhance the synergy among our design partners, and in turn boost Singapore's profile and attractiveness as a global city for design.

SDW features local and international design trade shows, conferences, showcases, exhibitions and workshops that span various design disciplines. Many of the activities will take place at the National Design Centre, the hub of SDW. These activities will also provide opportunities for business, international collaboration and knowledge exchange.

The anchor event of SDW is SingaPlural 2015, a dedicated platform to celebrate Singapore's design talents across creative industries which includes the Singapore Design Business Summit and the Singapore Good Design Mark Exhibition. Other design events that are part of the SDW include the International Furniture Fair Singapore 2015, Maison&Objet Asia 2015 and Design Trails.

Visit www.designsingapore.org/SDW for more information.

About Lamitak

So what makes us so special?

That's the question most often asked by the key people behind the Lamitak brand. It's a self-reflective question that says much about the essence and flavour of the brand - challenging, bold, and always reaching for something more. This question is applied to our new designs, our processes and our services. It's what keeps Lamitak designs at the forefront of trends in fashion and lifestyle.

Established in 2001 in Singapore, Lamitak now has offices and representations in Singapore, Malaysia, Thailand, China, Indonesia, Hong Kong, Myanmar and the Philippines. In addition, its laminates have been used in building projects in the Middle East, India, Korea, and the United Kingdom.

Lamitak has also achieved GREENGUARD certification for indoor air quality, and Green Label Singapore certification for low emissions and low toxicity.

Visit www.lamitak.com for more information.